GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA

UNSTARRED QUESTION NO:6093
ANSWERED ON:05.05.2005
FUNDS SPENT ON ADVERTISEMENT BY RAILWAYS
Singh Shri Suraj

Will the Minister of RAILWAYS be pleased to state:

(a) the details regarding advertisement policy and its implementation by the Railways; and

(b) the amount spent on advertisements by the Railways during each of the last three years?

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS (SHRI R.VELU)

(a): Railways follow the advertising policy of the Government of India framed by the Directorate of Advertising & Visual Publicity (DAVP) under the Ministry of Information & Broadcasting. Depending on the publicity requirements and the availability of funds,Railways release their advertisements to the DAVP approved publications on rotation basis and at the DAVP rates.

(b): The expenditure incurred by the Railways on advertisements during the years 2002-03, 2003-04 and 2004-05 were Rs.51.40 crore, Rs 67.85 crore and Rs.67.36 crore respectively.